

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of:

Confirmation Number: 7042

Zbib, Oussama

Group Art Unit: 3625

Serial No.: 10/068,210

Examiner: Garg, Yogesh C.

Filed: February 6, 2002

Docket No.: 00390; 190254-1040

For: **Systems and Methods for Delivering Advertisements**

COMMENTS ON STATEMENT OF REASONS FOR ALLOWANCE

Mail Stop Issue Fee
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

The Statement of Reasons for Allowance includes some broad conclusory statements that may be viewed as an oversimplification of the examination issues, and if taken out of context, could give rise to an improper interpretation of the claims as well as the file history. For these reasons, Applicant provides the following comments.

First, Applicant asserts that there are multiple grounds supporting allowance of the presently pending claims, including grounds not stated in the Statement of Reasons for Allowance.

Second, in accordance with 35 U.S.C. Section 282: "Each claim of a patent (whether in independent, dependent, or multiple dependent form) shall be presumed valid independently of the validity of other claims; dependent or multiple dependent claims shall be presumed valid even though dependent upon an invalid claim." Thus, any dependent claims that are not addressed by the Statement of Reasons for Allowance should not rise or fall, when construed in terms of validity, with their respective independent claims, but instead should be construed independently of their respective independent claims.

Third, the scope and validity of each claim (whether in independent, dependent, or multiple dependent form) should be determined based upon the entire combination of elements/features/steps in each claim, as opposed to only the particular elements/features/steps pointed out by the Statement of Reasons for Allowance if such elements/features/steps are not inclusive of all claimed elements.

Finally, Applicant wishes to express sincere appreciation for the time that Examiner Garg spent with Applicant's Attorney's Assistant, Tina Schafer, during a telephone discussion on November 9, 2009 regarding the outstanding Notice of Allowance. During that conversation, Examiner Garg and Mrs. Schafer discussed issuance of a Supplemental Examiner's Amendment to correct typographical errors in claims 22, 24, 27, 41, 46, and 47.

Respectfully submitted,

/afb/

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